

## ABSTRACT

A method and system for electronically distributing media content through a computer network to users in a manner consistent with electronic contracts and business rules provided by entities having proprietary interest in the media content being distributed such as distributors and retailers. The invention facilitates business and financial transactions associated with the distribution and delivery of the media content . Electronic distribution contracts are used to ensure that a retail offer is consistent with the distributor's conditions. Electronic financial contracts are used to allocate compensation for the distributed media content to be received from a user, among the parties having a proprietary interest in the media content. Business rules may set forth conditions for distribution set by the distributor that are not limited to a particular retailer or media content. Business rules may also be used to guide retailers in making retail offers.